A Study of Consumer Behaviour Regarding Gold Ornament Purchase with Special Reference to Latur District

Synopsis of Ph.D. thesis

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Swami Ramanand Teerth Marathwada University, Nanded (Maharashtra)

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Research Student

Sharma Shivnarayan Shrirang

(M.Com, MA (Economics))

Supervised by

Dr. R.S. Pawar

(M.Com, M.Phil, Ph.D.)

Vice Principal, Dayanand College of Commerce, Latur

Faculty of Commerce

- Research Center -

Dayanand College of Commerce, Latur

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Introduction:

In recent years with changing global scenario mindset of a general consumer is also changing day by day. Purchasing of any kind of goods is not a mere thing in today's era. In addition to change in various products, their brand, color, shape, design, price, quality, features, behaviour of consumer is also changing. Behaviour of consumer towards any product is depend on geographical location, taste, fashion, preferences, purchasing ability, features of product, need of the product etc. Thus, study of consumer behaviour is quite essential.

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

The study of consumer behaviour assumes that the consumers are actors in the marketplace. The per-spective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

The roles also vary in different consumption situations; for example, a mother plays the role of an influencer in a child's purchase process, whereas she plays the role of a disposer for the products consumed by the family.

In today's era jewellery industry is one of the fastest emergent and foreign exchange earner industry in the Indian economy. Jewellery has been used by the Indian mostly for the purpose of investment. Jewellery is a type of accessory that includes necklaces, rings, bracelets, watches, and earnings, etc. Jewellery is being designed for men, women, and children and can be made from a variety of different categories. Jewellery started about 1,00,000 years ago began with materials made from bone, teeth, and shell. The first known jewellery pieces were worn by the Cro-Magnons about 40,000 years ago. These pieces were

made of bone and teeth and were worn necklaces and earrings to show tribal membership. Brand management holds the key in the contemporary markets, particularly in Indian market because Indians are very traditional. Customers are now want worth for money as gold rates are heading north. Gold was just a safe investment for small-town people. They used to buy heavy jewellery during the marriage season. But now they also look for genuine, trendy and designer jewellery. This is evident in their offerings, collection and merchandising campaigns. The Indian jewellery market is undergoing a gradual change from Traditional to Branded formats. Consumers are more quality conscious than ever before. One of the largest user sectors in the country is the jewellery market, than telecommunication and possibly second only to the foods sector. Gold is a symbol of prosperity and appeals to both younger and older generation across social strata within the country. The fashion-wear segment that currently has 8 to 10 percent share but has gained importance with the increase for diamond jewellery. The growth in this segment is being driven by rising income levels and the adoption and promotion of western concepts such as solitraire engagement rings.

History of Latur district

Latur is a district in Maharashtra state of India. It is the 16th largest city in Maharashtra with district headquarters located in the city. The district comes under Marathwada region of Maharashtra, geographically located between 17°52′ North to 18°50′ North and 76°18′ East to 79°12′ East in the Deccan plateau. It has an average elevation of 631 metres (2,070 ft) above mean sea level. The entire district is on the Balaghat plateau, 540 to 638 metres from the mean sea level.

The major population of district is primarily agricultural. Urban population comprises 25.47% of the total population. Latur District is bound by Nanded District to the northeast; the state border with Karnataka to the east and southeast; Osmanabad District to the south-west; Beed District to the west; and Parbhani District to the northwest. Population of Latur district is 2,454,196 as per census 2011. Latur district consists of 10 talukas namely Ahmadpur, Ausa, Chakur, Deoni, Jalkot, Latur, Nilanga, Renapur, Shirur Anantpal and Udgir.

Jewellery shops in Latur District

Sr.No.	Name	No. of Jewellery shops
1	Ahmadpur	50
2	Ausa	40
3	Chakur	20
4	Deoni	20
5	Jalkot	20
6	Latur	350
7	Nilanga	100
8	Renapur	15
9	Shirur Anantpal	15
10	Udgir	150
	Total	**780**

In Latur District near about 780 Jewellery shops are located. In these shops daily sales of gold ornaments is near about 15 to 18 kg gold per day in slack season and in festive season the daily sale goes up to 25 to 28 kg (approx) per day.

Review of Literature

1) **Rajani P.** in her research paper named "Consumer Buying Behaviour Towards Gold Jewellery With Special Reference To Kottayi Panchayath, Palakkad District" stated that Today's market is consumer oriented and the importance is given to the consumers. Investing in gold is although the universal acceptance, liquidity and safety have against economic or political turmoil makes gold lucrative, it does not add much of a value to the economy.

The variables such as gender, monthly income, purpose of purchasing gold jewellery, place of preference of gold jewellery, preference of brand, jewellery items generally

purchased, attributes attracted the consumers to buy gold jewellery were used for studying consumers' behavior pattern in purchasing gold jewellery.

2) **Mr. Sanket L. Charkha, Mr. Sarfaraj Pathan Sikandar Khan** in their study put objective To Study the Consumer behaviour in terms of footfall in gold mart/shop/store and their study revealed that behaviour of consumer regarding festive season and purchase of gold is quite in influential nature.

As per their findings purchase of gold is more in the festive season than other season. As per their conclusion we can clearly state that purchasing of gold is primarily done for the investment purpose and return on investment is expected while investing in gold.

3) **Raju, K.V. & Kumar, D.P. (2013)** in their study "A study on consumer preference on branded jewellery in Hydrabad" concluded that the guiding factor behind buying jewellery is price, purity, design, variety, the brand image; influence of family and friends.

4) **Ramchandran, K.K. & Karthick, K.K. (2014)** in their paper, "A study one the perception of customers towards branded jewellery" opined that branded jewellery products have formed a sort of revolution in the filed of jewellery market. The main attraction of branded jewellery is that it has a unique style of their own which differentiates them from unbranded jewellery.

5) **Gidwani Devika (2002)** in the study "Branded Gold Jewellery Market in India" stated that there is definitely a market for branded jewellery especially if something is aimed at the younger generation, which wants to buy fashionable real jewellery. This is the right time to get into the market, as it has just started to take off." The Indian market was witnessing a rapid shift to screening jewellery from investment to artistic appealing ornaments. The focus had shifted to design. The Indian consumer was willing to experiment with new design.

Statement of the problem

In Indian culture Gold ornaments has a great place in the minds of every person and also primary way of investment in every family. In each and every family of India purchasing of gold ornaments in somewhat quantity carried out during the year. Many people purchase gold for some basic reasons like future investment, education, marriage of children etc. Gold is a useful investment in any financial uncertainties.

Various aspects of hidden in the gold ornaments business which general person cannot understood but many people make much efforts regarding purchase of gold ornaments and they get safe investment. A Study of Consumer Behaviour is important due to above aspect by which each and every people can understood what aspects are more important while purchasing the gold ornaments. Government of India impose various rules and regulations on gold ornaments business in India. Thus, there is a need of study regarding such rules and regulations and people must know about everything about consumer behaviour regarding gold purchase. In today's generation the consumer preference is changing day by day so that's why the researcher need to know the consumer perception and opinions about the jewellery ornaments. Again the important element of study is that a gold price does not constant in the long period of time. So whether the change in prices is affected on the consumer behaviour is the part of study.

Objectives of the study

1) To study the various factor affecting buying behaviour of gold ornaments.
2) To study impact of price on buying behaviour of gold.
3) To analyse the socio-economic characteristics of buyer regarding purchasing gold.
4) To investigate the preference of buyer, their purchase details and the problems in the purchase of gold ornaments.
5) To identify the different sources of information and their effect in motivating the jewellery consumers.
6) To study impact of purity on buying behaviour of gold.
7) To give suggestion on the basis of responses.

Hypothesis of the study

1) There is significant relationship between price of the gold and consumer buying behaviour.
2) High income level consumers generally purchases gold every year.
3) Middle class consumers generally purchases gold from normal retailers rather than branded gold retailers.

Scope of the study

1) **Geographical scope:** This study will be carried out in Latur District. Latur District includes 10 talukas. Representation of these 10 talukas will be included.
2) **Operational Scope:** Proposed study will be carried on according to income level of families living in Latur District.
3) **Duration of study:** This study will undertake between 2021 to 2023.

Limitations of the study:

A proposed study will have following limitations.

1) This study will be carried on only between the geographical borders of Latur District.
2) There will be no comparative study between rural and urban area.
3) Findings and conclusion drawn will be based on responses from sample respondent only.
4) There will be no comparison between male and female consumer buying behaviour.

Research Methodology

1) **Data Collection:** There are two types of data will be collected for the purpose of research as follow.

- **Primary Data:** For accessing consumer behaviour survey method will be used and structured questionnaire will be prepared. These questionnaire will be collected from gold ornaments consumers.
- **Secondary Data:** Secondary data will be collected through published sources such as journals, periodicals, books, magazines, newspapers, e-resources, government reports etc.

2) **Research method**

Survey method will be used in this research. **Simple random sampling method** will be used for primary data collection.

3) **Sample Design**

Latur District has 2,454,196 populations in 118,163 families as per census 2011. This population is quite large. Out of them 500 families will be taken for research study as a sample by simple random sampling method.

4) **Research instruments and analysis of primary data**

The questionnaire will be main research instrument used for primary data collection. Structured questionnaire will be prepared after discussion with research supervisor. Analysis of primary data will be done through SPSS software and MS-Excel. Various statistical tools and techniques will be used like percentage analysis, descriptive analysis, chi-square test, T-test, F-test, ANNOVA (if applicable), analyzed data will be presented in thesis through tables, graphs, pie chart, diagrams etc.

Scheme of Chapter

Sr. No.	**Name of the Chapter**
1	Introduction
2	Review of Literature
3	Research Methodology
4	Consumer Behaviour an Overview
5	Analysis and interpretation of data
6	Findings, Conclusion & Suggestions.

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Sharma Shivnaryan Shrirang — (Research Scholar)

Dr. R.S. Pawar — (Research Supervisor)